Q. *I'm adding one more commercial to my list of favorites: the new Cartier ad, especially the long version. It's more than an ad, it's a little film, so beautiful and stylish you can't take your eyes off the leopard or other icons. What's the scoop on this ad? Who's the agency and what did they go through to film all those scenes? I assume CGI played a major role.*

A. Thanks, dear readers, for all those questions, and more, about the new commercial for Cartier. The spot made its debut on March 4 on American television networks like ABC, CBS and NBC after an introduction in social media on March 2. It is also running on TV in countries like China, in movie theaters and online.